

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: ) ADVERTISING SYSTEM  
 ) USING EXISTING SIGNAGE  
BRADLEY S. EMALFARB )  
 )  
Ser. No.: Unassigned )  
 )  
Filed: Herewith )

INFORMATION DISCLOSURE STATEMENT

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

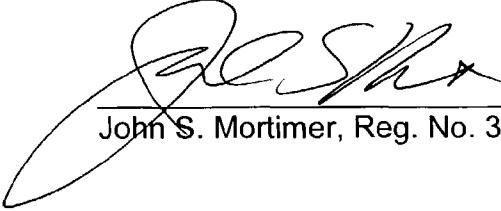
Applicant wishes to call the Examiner's attention to the art listed on the attached form PTO-1449. A copy of each reference is attached.

On August 13, 1997, the applicant herein filed U.S. application Ser. No. 08/910,327, which was directed to an Advertising System, which application discloses subject matter common to that in the above application. That application was abandoned after appeal. The art cited during that prosecution is identified herein. The Examiner relied on photographs prepared by her during prosecution. Copies of the Examiner's Actions, in which such art is cited, are being provided herewith.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.B./

It is believed that the claims pending in the above application are allowable over the cited references. An early and favorable action on the merits is respectfully requested.

Respectfully submitted,



John S. Mortimer, Reg. No. 30,407

WOOD, PHILLIPS, KATZ  
CLARK & MORTIMER  
500 W. Madison St., Suite 3800  
Chicago, IL 60661  
(312) 876-1800

Date: June 23, 2003

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.B./

Sheet of

FORM PTO-1449 (REV. 7-80)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY DOCKET NO.	SERIAL NO.
<b>LIST OF PRIOR ART CITED BY APPLICANT</b> <i>(Use several sheets if necessary)</i>		APPLICANT:	Bradley Emalfarb
		FILING DATE	GROUP

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/A.B./	AA	2,641,075	6/53	Saul			
/A.B./	AB	2,114,943	4/38	Taylor			
/A.B./	AC	3,564,783	2/71	Dunne			
/A.B./	AD	3,626,896	12/71	Preeshl			
/A.B./	AE	4,205,472	6/80	Shirley			
/A.B./	AF	4,837,959	6/89	Celico			
	AG						
	AH						
	AI						
	AJ						
	AK						

**FOREIGN PATENT DOCUMENTS**

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	AL							
	AM							
	AN							
	AO							
	AP							

**OTHER PRIOR ART (Including Author, Title, Date, Pertinent Pages, Etc.)**

AQ		
AR		
AS		

EXAMINER	/Alvin Brown/	DATE CONSIDERED	02/28/2009
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

**ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH.** /A.B./